

# ANALISIS TINGKAT KEPUASAN PEMEGANG POLIS ASURANSI ATAS PELAYANAN AJB BUMIPUTERA KCE SEMARANG

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## *Abstract*

*Globalization as the realization have birth a real competitive amongs local and internasional Business, one of the most develop business are in assurances sector. Business assurances have become an interesting for the multinational corporation to join and gain the share in Indonesian potensial market. In Indonesia Bumiputera has been relatively known as the Oldest Assurance Company, who has given their services since 1912. Bumiputera have passed so many economics shock in their ways to become the best assurance in Indonesia. But they are able to overcome all the hard way nicely. Today, with so many contenders, will they able to passed all the challenge from the local and multinational corporation. This question will become the object of the research.*

*The object of this research is to measure the level of service quality according to the satisfaction gained from the customer of Bumiputera. This research is an descriptive analysis. This research is use primary data which is gained from questionnaire of 93 responden given with the guidance of slovin pattern and the technic of purposive sampling, then the data are elaborated in form of tabulation. Data analysis using the Importance-Performance Analysis which use to know about the level of customer satisfaction*

*The results using the Importance and performance analysis with results of 3,58 are generally shown that Bumiputera customer are satisfied with the services.*

*From the Research, the writer suggest that the management of Bumiputera should take some actions to improve the services, such as :*

- 1. Providing fast and excellent service*
- 2. Increase the hospitality of interaction with the customer*
- 3. Product knowledge of the agent should have more attention*
- 4. Providing fast and good feedback to solve customer's problems*

*Key word : customers satisfaction, services quality,*